

1 Amend 2 Cal. Code Regs. Section 18450.4 to read:

2 **§ 18450.4. Contents of Disclosure Statements. Advertisement Disclosure.**

3 (a) The disclosure requirements of Sections 84503 and 84506(a)(2) shall not
4 apply to general purpose committees, as defined by Section 82027.5.

5 (b) Where a “disclosure statement” or “disclosure” is required for an
6 advertisement under Sections 84503, 84504, 84506, or 84506.5, the following shall apply
7 to the committee that authorized and paid for the advertisement:

8 (1) Disclosures required under Sections 84503 and 84506 shall include the name,
9 pursuant to Regulation 18450.3, of the \$50,000 contributor or contributors. The
10 disclosure shall explicitly indicate that the contributor or contributors were major donors
11 to the committee by stating, for example, “major funding by” or “paid for by.” In the case
12 of a contributor that is a committee pursuant to Section 82013(a), the word “committee”
13 shall be included in the disclosure. The aggregation rules of Regulation 18215.1 shall
14 apply in determining when a contributor has reached the \$50,000 disclosure threshold of
15 Sections 84503 and 84506.

16 (2) Where two or more contributors of identical amounts meet the threshold for
17 the top two contributors, the order of disclosure shall be made beginning with the most
18 recent contributor of that amount.

19 (3) The disclosures required by Sections 84503, 84504, 84506, and 84506.5 shall
20 be presented in a clear and conspicuous manner to give the reader, observer or listener
21 adequate notice of the identity of the person(s) or committee(s) that paid for the
22 communication, as specified below.

1 (A) Video: The information shall be both written and spoken either at the
2 beginning or at the end of the communication, except that if the disclosure statement is
3 written for at least five seconds of a broadcast of thirty seconds or less or ten seconds of a
4 sixty second broadcast, a spoken disclosure statement is not required. The written
5 disclosure statement shall be of sufficient size to be readily legible to an average viewer
6 and air for not less than four seconds.

7 (B) Audio: The information shall be spoken in a clearly audible manner at the
8 beginning or end of the communication and shall last at least three seconds.

9 (C) Print Media: All disclosure statements on printed materials designed to be
10 distributed personally or through the mail shall be printed in type no less than 10 points in
11 size and printed in a contrasting color to the background on which it appears.

12 (D) Over Size Print Media: All disclosure statements on printed materials that are
13 larger than those designed to be individually distributed (e.g., yard signs or billboards)
14 shall constitute at least five percent (5%) of the height of the advertisement and printed in
15 a contrasting color.

16 (E) If a single print media advertisement consists of multiple pages, folds, or
17 faces, the disclosure requirement of this Regulation applies only to one page, fold, or
18 face.

19 (F) Each communication that would require a disclosure if distributed separately,
20 and that is included in a package of materials, must contain the required disclosure.

21 (G) Electronic Communications: The disclosure statement on electronic
22 communications must be presented in a clear and conspicuous manner and include the
23 World Wide Web address of the person or political committee that paid for the

1 communication. A disclaimer is not clear and conspicuous if it is difficult to read, or if
2 the placement is easily overlooked.

3 (i) An electronic communication disclosure statement is considered clear and
4 conspicuous if it meets all of the following:

5 (A) Appears in letters equal to or greater than four percent of the vertical picture
6 height, or alternatively, if the electronic media advertisement is limited in size (e.g. a
7 micro bar, a button ad, a paid text advertisement that is 200 characters or less in length, or
8 a small paid graphic or picture link) the disclosure is displayed via rollover display,
9 popup display, link to a website with disclosure information, or other technology which
10 provides the user with disclosure information;

11 (B) Is visible for a period of at least four seconds;

12 (C) Appears with a reasonable degree of color contrast between the background
13 and text of the statement.

14 Note: Authority cited: Section 83112, Government Code. Reference: Sections 84503,
15 84504, 84506 and 84506.5, Government Code.